



DIGITAL CASE STUDY

Pushing Occupancy To 100% Using Paid Social Ads

Paragon Place is a luxury apartment community defined by upscale design and standout amenities—but leasing momentum had plateaued in the low 90% range, just short of stabilization. To push past the finish line, the team needed R360 and a sharper, more dynamic digital strategy to capture attention and convert demand for the final remaining units.

THE DETAILS



RESULTS

60%

OF ALL CONVERSIONS
CAME FROM PAID SOCIAL

223

LEADS GENERATED
FROM PAID SOCIAL ADS

\$40

COST PER LEAD ON
PAID SOCIAL



2 BEDROOM APARTMENTS IN
MIDDLETON, WI FOR RENT

SCHEDULE A TOUR
TODAY!



1 & 2 Bedroom Apartments
in Middleton, WI

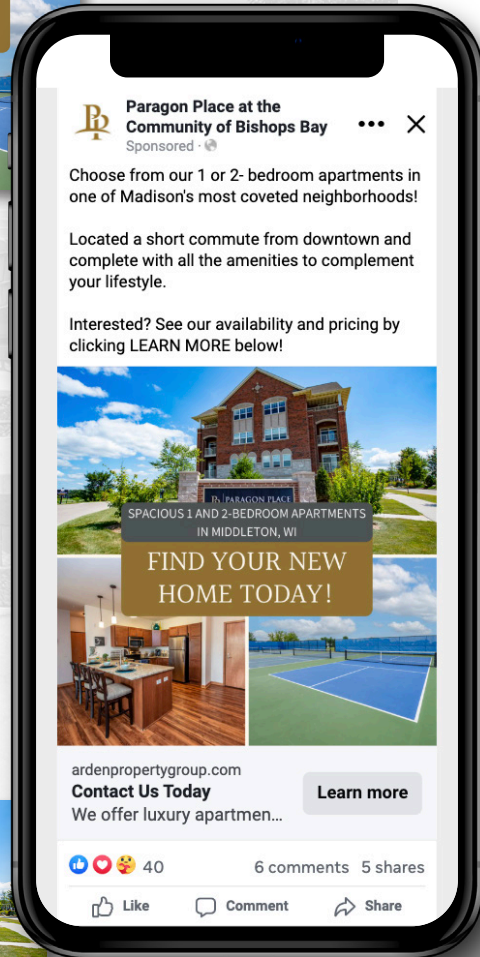


SCHEDULE A TOUR!



LUXURY 1 AND 2-BEDROOM APARTMENTS IN
MIDDLETON, WI

FIND YOUR NEW
HOME TODAY!



1 THE GOAL

Increase occupancy from the low 90% range to 100% by converting the remaining available units into signed leases.

2 THE CHALLENGE

Our major hurdle was leasing the last units—often the most difficult to move. While Google Ads campaigns were generating consistent clicks and conversions, cost-per-lead (CPL) was higher than desired, limiting efficiency. Additionally, traditional search-based ads lacked the visual impact needed to fully communicate the property's luxury positioning and amenity-driven lifestyle.

3 STRATEGIC SOLUTION

We shifted the strategy toward a Paid Social-first approach, leveraging high-quality, visually compelling creative to better showcase the property's premium features. This pivot allowed the marketing to tap into lifestyle-driven decision-making, rather than relying solely on intent-based search.

Paid Social quickly became the top-performing channel, generating 60% of total conversions—an atypical outcome compared to most campaigns. Performance improved further by highlighting standout amenities, like the property's pickleball courts. This visual-first strategy ultimately drove stronger engagement, more efficient lead generation, and accelerated lease-up of the remaining units.

Want to see what Resident360 can do for your properties?

Contact us for a complimentary
digital marketing audit.

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